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Summary of doctoral thesis

Possibilities and limitations of the use of social media in the planning process of tourism development on a local scale

The dissertation addresses the topic of the use of social media for the purposes of planning process of tourism development on a local scale. In the cognitive aspect, its purpose is to recognize both the possibilities and limitations related to the use of social media as a database and tools for effects monitoring. The goal in the methodological aspect is to test the methods of analyzing qualitative and quantitative data generated by TripAdvisor users. The practical objective includes providing knowledge in the field of filling information gaps regarding the state of tourism and the use of social media in planning and creating a tourist offer on a local scale and monitoring its effects. In the theoretical aspect, the aim is to develop recommendations for the use of social media as a source of data for the purposes of tourism planning. The work adopted the methodology appropriate for exploratory data analysis (EDA), and used, among others: desk research, statistical analysis and data mining. The research was based on data from TripAdvisor. As a result, knowledge was obtained about 1) the scope of information about a tourist destination that can be identified on the basis of content published in social media, 2) tools for extracting knowledge about tourism from social media, 3) how this information can support the tourism development planning process and 4) related limitations.

Key words: social media, TripAdvisor, tourism development planning process, data mining